

## **Transformation - Commercial Department**

1. To facilitate the unreserved passengers to go online, UTS on Mobile App was introduced during July, 2018 from which paper / paperless tickets can be purchased. On recharging of R-wallet a bonus of 5% will be credited in the account of the customer. All efforts are being made to popularise UTS Mobile App by distributing pamphlets at stations, canvassing in trains and colleges, providing helpdesk at major stations, display of UTS on Mobile video in fare display boards at major stations, frequent announcements through PA system at major stations for the information and guidance of passengers over the division. As a result the share of mobile ticketing has contributed 3.98% of passengers in UTS traffic during the period from Apr, 2019 to Mar, 2020.
  
2. Customer has to submit forwarding note and pay wagon demand registration fee through DD/cash for placing indents manually to the Goods clerk at goods shed / siding. To avoid the physical arrival of customers to Railway goods / sidings. A system of E-Demand Registration was introduced to place indents directly through FOIS web portal from customer office itself without any delay as and when required and the necessary registration fee can be paid "ON LINE". All the customers over the division are registered under e-demand registration, which lead to 100% e-demand registration.
  
3. In order to encourage paperless transactions the system of Electronic Transmission of Railway Receipt (eT-RR) is introduced with effect from 1.8.2019. Accordingly, all the customers of BZA division were encouraged to opt for eT-RR system. As on date the division has achieved 100% of E-TRR.
  
4. To provide the medical facilities for the passengers and railway staff, a First Aid Centre has been opened on 26.4.2019 PF No.6&7 of BZA station by calling Expression of Interest. Accordingly, Andhra Hospitals, Vijayawada is providing round the clock medical services at free of cost.
  
5. As a digital initiation 50 PoS machines were issue to TTEs for collecting cash through cards.

6. BZA division Commercial Department has developed an android application named as “BZA.COM” which can be easily downloadable from google play store for the guidance and information of all commercial staff and also installed linux server with Public-IP for internal departmental applications to be implemented.

- Submission of catering inspection reports
- Status of Expenditure and earning contracts over the division
- Submission of Statistics of UTS, PRS , Parcel office and Goods
- Daily Earnings submission of Ticket checking staff
- Submission of Daily Earnings of Parcel offices
- Maintenance of equipments, tables, chairs.... over the division.
- eOffice training videos which guide the users in the e-office platform
- coach indication data to the divisional cctv staff to display in CIB at stations
- online Leave Management system which employee apply leave and get approved online.

7. Vijayawada division is the first division to float e-tenders for earnings contracts in accordance to transformation reforms. E-tenders were invited through IREPS portal for all earnings contracts of Parking Contracts, Catering contracts and for installation of ATMs over BZA division.

**8. Non Fare Revenue:**

a) Publicity earnings during the 2019-20 was Rs.3.8 crores. Following steps were taken in furtherance to the Hqrs guidelines & Standard Bid Document:

- 1) This Division has initiated the tendering process by dividing the potential areas into 9 packages depending on the geography, potential areas and other local conditions covering all the media under Commercial Publicity i.e. '4 packages covering Out Of Home' (OOH) and 5 packages covering Inside the Stations, duly obtaining the approval of DRM.
- 2) The areas where potential exists were identified and local advertising agencies were invited and a realistic survey was conducted along with them, so as to finalise the areas which can generate revenue.
- 3) The estimates were proposed keeping in view local conditions & rates (municipal rates), as well as the policies and procedures that are followed in I&PR department since the advertisements issued by that department are long term and with big budget.
- 4) Prior to floating of tenders, Pre-Bid meetings were conducted with the potential bidders to brief the salient features of the tender as well as explaining the online tendering process and other aspects. Every contractor was individually dealt to get to know about their difficulties at station level identified and got them sorted out.

- 5) CCTV contracts at the potential locations i.e., at all the A1 and A category stations of the division were bundled together into a cluster so that the contract will be attractive to the prospective bidder and since it is a single contract, the contractor will have benefits in man power management.
- 6) Certain modifications were made to the clauses of the SBD issued by the Headquarters with the approval of DRM (as the powers for modifications are vested to the divisions by HQRS) keeping in view the previous experience of the Division and to ensure the tenders floated are fruitful to the railways.
  - b) New initiatives under NINFRIS.
    - i) BMI Health Kiosk was installed in the concourse of East Booking Office-1, Vijayawada.
    - ii) Mobile phone Accessories shop was set up in the concourse of East Booking Office-2, Vijayawada.
    - iii) Fish pedicure counter incl. foot massage was opened at Vijayawada on PF No.1
    - iv) Handlooms and Handicrafts kiosk adjacent to SS/G/BZA chamber on PF No.1
    - v) Advertising on freight wagons – 2 rake of BCN/BCNA (42 wagons) by UltraTech Cement, Hyderabad.
    - vi) Parking space to Bounce at Vijayawada in east circulating area near clock tower.

This is not only useful for passengers but also fetches Railways revenue of Rs.21.50 lakhs per annum.

## 9. Corporate Social Responsibility:

- a) Twenty one (21) Pet Bottle Crushing Machines were installed at BZA, NLR, RJY, SLO, OGL, CLX, EE, TDD, TUNI, AKP, CCT, GDR, BVRT, TEL, BVRM, NS and ANV stations.
- b) ONGC has provided Bio-Toilet units at Vijayawada station.
- c) M/s. Krishnapatnam Port Company Ltd., have agreed to maintain gardens at Nellore and Gudur Stations.
- d) As a part of beautification of railway stations, BZA division with the collaboration of Forest department of Government of Andhra Pradesh has undertaken painting of Kakinada Town station with images of Flora and Fauna of Koringa forest and with messages depicting the importance of conserving the nature.